



Governor's Office *of*
Economic Development

International Trade and Diplomacy Office



TRADE MISSIONS, SEMINARS AND CONFERENCES

2013

Harvey J. Scott, Director of International Trade and Diplomacy

Mexico Activities



2012 – 2013

- Trade mission to Mexico City in August 2012 with 11 participating companies. CAT success story. CoreBrace success story.
- Attended President Pena Nieto's inauguration in Dec 2012 with an invitation from the US Mexico Chamber of Commerce. Met Minister of Trade, Minister of Tourism, and Senator Salinas. Four US Congressmen attended, none from Utah.
- US Mexico Chamber being established in Utah. Mexican Advisory Council is the catalyst organization.

Brazil Activities



2013

- 10 member private sector Brazil Advisory Council established to drive strategy and trade mission activities. Want to increase exports from \$100 million to \$200 million by 2015
- Difficult to do business in Brazil, but opportunity too great to ignore. Timed to benefit from preparations with 2014 World Cup and 2016 Summer Olympics
- Utah Brazil Conference, April 2013 sponsored by Wells Fargo. 220 attendees, 15 new Utah companies identified,
- Trade Mission to Brazil set for September 2013. Focus on Natural Resources, Energy and IT/Software. 25 companies interested in participating

Israel Trade Mission



April 20-26, 2013

- Governor-led trade mission to Tel Aviv, Jerusalem, Ramallah
- 51 person trade mission, with 10 private participating organizations
- Governor met with Prime Minister Benjamin Netanyahu and President Shimon Peres of Israel, as well as the Salam Fayyad, the recently resigned Prime Minister of the Palestinian National Authority
- Follow up on many different levels

UK Trade Mission



July 8-10, 2013

- The UK is Utah's largest trade partner at over \$6B per annum. The UK is also a large investor in Utah in terms of FDI.
- Sir Paul Judge, associated with University of Cambridge Business School (Judge School of Business) has offered to host delegation.
- This trade mission will focus on specific industries and Tourism.

Utah Europe Days



May 8-9, 2013

- Two day event with 8 business seminars and a dinner reception
- Over 150 attendees
- Consuls General and Trade Representatives from 10 different European countries as well as a representative from the EU Council in Washington D.C.
- Speakers included business leaders (Merit Medical, IHC, Priority Dispatch), university personnel (BYU, University of Utah, Johns Hopkins University), and government officials (USTAR, GOED)

Business in Bangladesh Seminar



May 14th, 2013

- Presentation by officials from the Los Angeles General Consulate of Bangladesh, including Consul General Enayet Hossain
- Export promotion, best practices education, and practical advice for companies considering entering the Bangladeshi market
- Expecting 25 Utah business representatives

Women in International Business



June 4, 2013

- 5th annual seminar
- Expect speakers from various businesses and universities around Utah
- Designed to help Utah women business leaders develop the tools to be successful in international business